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Leatherby Libraries

4-29-2024

#### Implementing and Marketing Diversity, Equity and Inclusion Practices and Resources: Creating the E-buzz!

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## Implementing and Marketing Diversity, Equity and Inclusion Practices and Resources: Creating the E-buzz!

#### Comments

Presented at the 2024 Digital Initiatives Symposium at the University of San Diego.

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#### "Implementing and Marketing Diversity, Equity and Inclusion Practices and Resources: Creating the E-buzz!"

2024 Digital Initiatives Symposium University of San Diego

April 29, 2024

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Kristin Laughtin-Dunker Chair of Resources & Scholarly Communications laughtin@chapman.edu

Presentation Design and Visuals: Alyssa Castanon, Outreach and Events Assistant

#### **Learning Outcomes**

By the end of the presentation, attendees should be able to:

- Realize that Diversity, Equity, and Inclusion encompasses many layers that are sometimes overlooked in libraries, especially in the field of Scholarly Communication and Digital Initiatives.
- Embrace the non-traditional and recognize that effective marketing and DEI requires careful planning, communication, thoughtful collaboration, creative approaches, and focused strategies.
- Recognize the unique set of specialized skills and competencies needed by DEI/Marketing and Scholarly Communications Academic Librarians in addition to the skills that every Library and Information Science Professional needs as we continue to follow the "top trends" in higher education as they pertain to academic librarianship.

### DEI as a Collective Effort

- Our library prioritizes and recognizes the significance of inclusivity in its operations.
- We actively engage in curating collections, services, and programming that highlight and promote diversity in various forms.
- These efforts involve librarians, staff, and administrators.



#### Diversity, Equity and Inclusion

Expand

#### Leatherby Libraries



Inclusion a

Contact

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#### Message from the Dean

The Leatherby Libraries at Chapman University values and understands the importance of diversity. To demonstrate that value, Leatherby Libraries works diligently on providing access to resources, programming, and services that emphasize this value in myriad ways. Library staff, librarians, and administrators are committed to seeking opportunities to diversify its offerings for students, faculty, and researchers in order to create a just and equitable emvironment conductve to te aching and learning through the provision of inclusive physical and virtual spaces where users from diverse backgrounds and experiences are welcome, safe, and valued. Our goal is to reduce obstacles to accessing research resources, services, learning, and to pursue engagement through educational outreach in order to raise avarenees of diversity-related issues.

The recommendations, goals, initiatives, and progress contained within this plan are developed to reflect the core values of Chapman University and the Leatherby Libraries. With this diversity plan, the Leatherby Libraries places itself at the forefront of the diverse interests of Chapman University and professional library associations, including the American Library Association (ALA), the Association of College and Research Libraries (ACRL), the International Federation of Library Associations (IFLA), and the Accrediting Commission for Schools, Western Association of Schools and Colleges (ACS WASC).

This plan includes evidence of the library's continuing commitment to creating a climate that strives for inclusive excellence. The importance that we place upon inclusion represents a worldview that respects the dignity of every person—faculty, librarians, staff, and students—finding value in the unique qualities, experiences, and perspectives that form one's identity while fostering respectful exploration of varied ideas and beliefs.

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#### **DEI as a Collective Effort**

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CASE



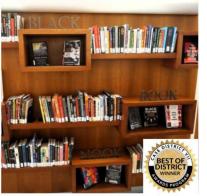
Exploring the Magic of the Leatherby Libraries Blog Series

Gold Circle of Excellence Award

Category: Engagement & Student-led Engagement Initiatives <u>Sikh Initiatives at Chapman</u> <u>University</u>

Silver Circle of Excellence Award

Category: Leadership - Diversity, Equity, and Inclusion Initiatives



Black Book Nook: Fostering Community Engagement with Black History

Bronze Circle of Excellence Award & Best of District VII Award

Category: Leadership - Diversity, Equity, and Inclusion Initiatives



**Leatherby Libraries** 

#### Insight Into Diversity 2024 Library Excellence in Access and Diversity (LEAD) Award.

"The LEAD Award honors academic library programs, policies, and initiatives that encourage and support DEI including research, technology, accessibility, exhibitions, and community outreach."

### **Library Initiatives: Electronic Resources**

- The library has always sought to acquire resources that reflect a diversity of perspectives and subject matter.
- Sometimes we team up with other units to advocate for a resource beyond our means.
  - One recent example: The library collaborated with the college of arts, humanities, and social sciences to acquire the ProQuest Historical Newspapers: Black Newspapers collection on a perpetual basis.
  - The Dean of the library worked with three faculty to apply for a new grant from our Office of Research for innovation in diversity and inclusion research.
  - The successful grant proposal provided momentum and leverage to secure additional funding from the university president, which combined with the library's own funds, was enough to get this valuable resource.



#### **ProQuest Historical Black Newspapers**

Atlanta Daily World (1931–2010)
The Baltimore Afro-American (1893–2010)
Chicago Defender (1910–2010)
Cleveland Call & Post (1934–2010)
Los Angeles Sentinel (1934–2010)
Louisville Defender (1951–2010)
Michigan Chronicle (1939–2010)
Mew York Amsterdam News (1922–2010)

Norfolk Journal and Guide (1916–2010)
The Philadelphia Tribune (1912–2010
Pittsburgh Courier (1911–2010)

Available at your library



### **Library Initiatives: Electronic Resources**

- Other electronic resources related to accessibility, ethnic diversity, LGBTQ+ issues, and human rights and social justice:
  - Bloomsbury Collections (Asian Studies)
  - Civil Rights and Social Justice (Hein)
  - Refugees, Relief, and Resettlement: Forced Migration and World War II
  - Ethnic Diversity Source
  - History Vault (Black Freedom Struggle, Japanese American Incarceration)
  - LGBT Magazine Archive
  - LGBTQ+ Rights
  - Decolonization: Politics and Independence in Former Colonial and Commonwealth Territories

- Latinx Thought and Culture: The NPR Archive, 1979-1990
- Elgar Online Essentials in DEI and Accessibility
- Black Thought and Culture
- Asian/Black/Hispanic Life in America
- And more!



DECOLONIZATION: Politics and Independence in Former Colonial and Commonwealth Territories

Valuable primary source material creat for local audiences by local actors durir a period of enormous global change

### **Library Initiatives: Electronic Resources**

- We also strive to embrace the non-traditional when curating electronic resource collections by including materials that don't fall under typical ideas of "scholarship" because of their authorship, presentation, or format.
- A few examples:
  - <u>Rock's Backpages</u>
    - Purchased to support a faculty member who studies musicology and the Black diaspora, this database contains popular music writing and journalism as well as audio interviews.
  - <u>Lived Places Publishing</u>
    - Collection of short monographs (<150 pages) on the intersections of identity and place.
    - While some of the books are authored by traditional scholars and all are aimed at academic audiences, many are authored by students, entrepreneurs, and non-profit or social workers who fall outside the traditional notion of the academy.

#### *rocksbackpages.com* **the archive of music journalism**



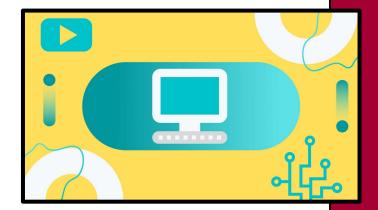


Lived Places Publishing

Over 50,000 articles from Aaliyah to ZZ Top, by the best writers on planet pop.

### **Library Initiatives: Connect to Knowledge**

- Our longest-running blog series to promote electronic resources and library digital initiatives.
- Vital pillar of library outreach.
  - Over 40 posts since launching in 2022.
- Key trademarks:
  - Carefully crafted format
  - Consistent visual branding
  - Engaging tagline



- We have collaborated with our university's strategic marketing unit, Office of Research, and Office of the President to integrate these posts into regular campus communications.
- Posts have accumulated over 20,000 views (significant increase from prior efforts).
- New resources get the attention they deserve.

https://blogs.chapman.edu/library/category/connect-to-knowledge/

#### How Do We Effectively Market These Resources?

### Blog Even if No One Reads Your Blog



#### How Do We Effectively Market These Resources?



#### New Library Blog Series: Connect to Knowledge

March 31, 2022

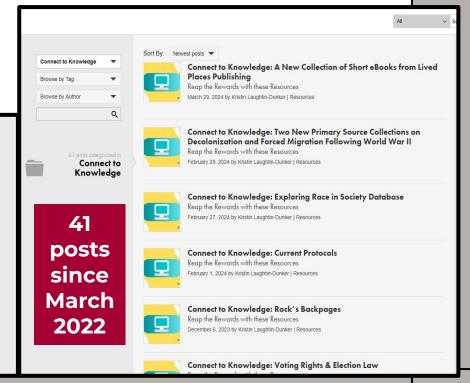
The Leatherby Libraries is pleased to announce our new blog series: Connect to Knowledge!

This series will cover the library's new state-of-the-art resources for students, faculty, and staff to support their success. These resources include tools, databases, e-books, journals, library research guides, and more! Even better, all of these resources are available digitally on and off-campus!

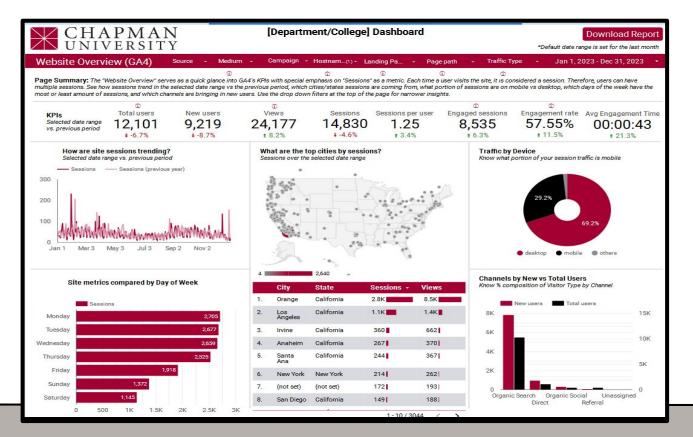
Stay tuned, as these posts will be published regularly to connect you with the knowledge and tools you need for your research and academic journey.

For our next post, we will focus on <u>TDM Studios</u>, a tool that offers two pathways for Chapman faculty, students, and staff to perform text and data mining.

Image created by Isabella Piechota '25.



### **Surprising Blog Statistics**



Librarian Interviews: Meet Lauren McDaniel, our Coordinator of Special Collections and Liaison Librarian for History and Art.

A new database: CTK: CQ Voting and Elections Collection: integrates a wealth of data, authoritative analyses, concise explanations, and historical material to provide a powerful research and reference tool on the American voter, major and minor political parties, campaigns and elections, and historical and modern races for Congress, the presidency, and governorships.

World AIDS Day: A Virtual Library Display researched and created by Health Sciences Librarians to share information on various aspects of HIV and AIDS and explore the Leatherby Libraries' relevant eBooks, journals, and online resources. Each year, on December 1, the world commemorates World AIDS Day. People around the world unite to show support for people living with HIV and to remember those who have died from AIDSrelated illnesses



#### In this Issue:

Recent Blog

- Save the Date: 2024 State of the Library
- Campus Events
- Library Awards
- Happening in OC
- Staff & Librarian Updates
- Emerging Library Trends

If you have any updates you would like

Inaugural Graduate Library Research Award

We are excited to announce the Eric M. Scandrett Graduate Research Prize, which recognizes excellent research and practical usage of library resources by Chapman University graduate students. Applications close on April 21ª, 2024.

 Leatherby Libraries Hall of Art Photographers

Leatherby Libraries collaborated with the Department of International Student Services for the International Student Photography Exhibition in the Hall of Art.

Happy New Year! Welcome to the newly redesigned This Week in the Library. We will share the same content you know and love, and some new additions to keep library staff informed about campus and local updates.

to share in This Week, please send them to alycastanon@chapman.edu

Features International Student

#### **Recent Blogs**

Leatherby Libraries Announces

### **Library Initiatives:** Communication

Consistent marketing practices to share new resources, events, and announcements across

#### campus

- Ο Showcasing blog posts in the University-Wide Research Newsletter for Staff and Faculty
- Newly redesigned This Week in the Library Newsletter 0
- Regular circulation in the Working@Chapman Staff Ο Newsletter
- Autism Panel on Digital Commons 0



#### Acceptance Photo Exhibition Opening Reception and Panel Discussion

4 p.m., today, Doy and Dee Henley Reading Room - Leatherby Libraries 2nd Floor

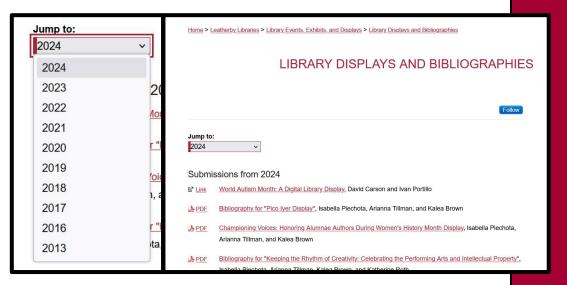
Join an opening reception of the Acceptance photo exhibition by Bernie Dickson, featuring a panel discussion promoting awareness and understanding of autism in society. Panelists include Meghan Cosier, Exhibition Curator Bernie Dickson, Amy Jane Griffiths and Stephen Hinkle. Refreshments will be served.

"There are not more than five musical notes, yet the combinations of these five give rise to more melodies than can ever be heard. There are not more than five primary colors, yet in combination they produce more hues than can ever been seen. There are not more than five cardinal tastes, yet combinations of them yield more flavors than can ever be tasted." -Sun Tzu

"The Art of War"

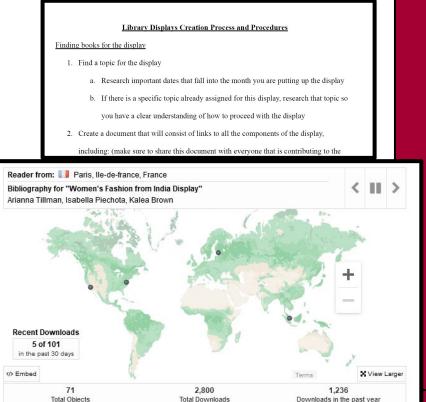
### Library Initiatives: DEI Virtual Exhibits and Bibliographies

- The library has curated over 70 research bibliographies and many virtual exhibits on DEI issues and themes.
- Many tie in to specific recognition periods (e.g. Black History Month) and others to events across campus.
- Example topics: Health Equity, LGBTQIA+ Pride Month, Breast Cancer Awareness, César Chavez, Arab American Heritage, and more!



## Library Initiatives: DEI Virtual Exhibits and Bibliographies

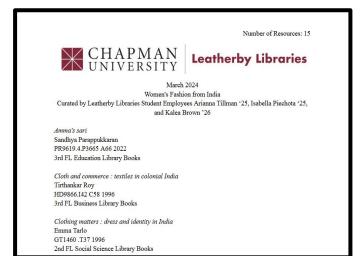
- Streamlined Process and Procedure- can you add a screen shot
  - Editing
  - Liaison librarians provide final approval for bibliographies developed by students
- Bibliographies have been accessed by people from nearly 100 countries worldwide!



### Library Initiatives: DEI Exhibits and Bibliographies

#### Sample Bibliography & Display -Women's Fashion from India (March 2024)

https://blogs.chapman.edu/library/2024/03/26/saris-and-stories/





### Library Initiatives: DEI Virtual Exhibits and Bibliographies

- In addition to highlighting resources that reflect diverse subjects or authorship, many of these displays and bibliographies are curated by a variety of librarians, library staff, or student workers.
  - Allows them a voice in choosing what the library emphasizes from its collections.
  - Gives student workers hands-on experiences to scholarly work, DEI concepts, conduction research, and crafting citations.

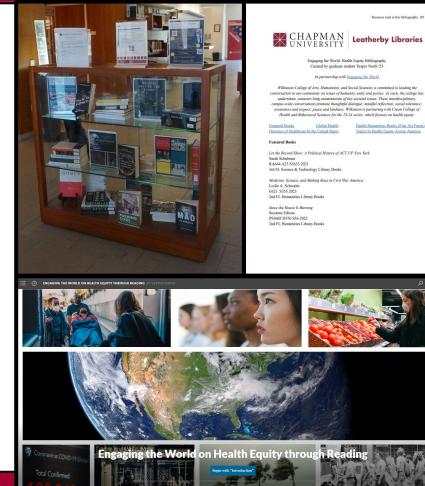
#### https://digitalcommons.chapman.edu/library\_displays/



Scalar Exhibit Credit: Health Sciences Librarians Ivan Portillo and David Carson Image Credit: Amie Fillet, Rinker Library Assistant

### **Library Initiatives: DEI Virtual Exhibits** and **Bibliographies**

- In addition to being virtual, most have a physical leg in the lobby of the libraries with physical copies of the bibliographies.
  - Both at the Orange Campus and 0 Rinker Campus.
  - The goal is to bring art and Ο culture to all of our students in various different mediums.



### Library Initiatives: Award Winning Sikh Initiatives at Chapman University

- A Board of Governors member established a Sikh film festival, and the library partnered to promote a variety of programs across campus.
- We traveled to Texas to attend the annual meeting for the Sikh philanthropic organization to which he belongs.
  - Assistant Dean was used to operating solo for donor relations meetings, but took the Chair of Resources & Scholarly Communications.
  - Introduced the new institutional repository and explored avenues for joint digital initiatives.
  - Highlighted the repository as an opportunity to showcase Sikh culture and religion.
  - Presentation resonated strongly with the board members in technical fields.



### Library Initiatives: Sikh Initiatives at Chapman University

- Two major projects resulted from this trip and partnership:
- 1. <u>The creation of the "Sikhs and Sikhism in America" group study room.</u>



## Library Initiatives: Sikh Initiatives at Chapman University

- Two major projects resulted from this trip and partnership:
- 2. <u>The creation of the "Sikhs</u> <u>Initiatives at Chapman</u> <u>University" digital collections in</u> <u>our repository.</u>
  - Received the silver medal in the Diversity and Inclusion category of the Council for Advancement & Support of Education (CASE) District VII Circle of Excellence Awards.



https://digitalcommons.chapman.edu/sikh\_initiatives/

#### CHAPMAN UNIVERSITY DIGITAL COMMONS

### **Library Initiatives: Henri Temianka Archives**

- A relevant and noteworthy collection is the creation of the Henri Temianka Archives, which crucially supports the library's comprehensive diversity plan.
- Temianka's son and daughter-in-law (the latter of whom is an alumna and trustee) donated Temianka's letters, program flyers, photographs, and memorabilia.
  - Depthful archive that touches not only on Ο music, but politics, civil rights, and more.
  - Required collaboration with the Scholarly Ο **Communication and Performing Arts** Librarians, and the Frank Mt. Pleasant Library of Special Collections and Archives.

НОМЕ АВО	UT I	FAQ	MY ACC	COUN
			Home > Leatherby Libraries > Frank Mt. Pleasant Library of Special Collections and Archives > Henri Temianka Archives	
Browse				
Collections			Real Math	
Disciplines			RANK MT. PLEASANT LIBRARY OF	
Authors			RANK MT. PLEASANT LIBRARY OF SPECIAL COLLECTIONS AND ARCHIVES	
Search				
Enter search terms:	Sea	uch	HENRI TEMIANKA ARCHIVE	S
in this collection	<b>~</b>		A prodigious correspondent, Henri Temianka maintained important relationships with the musicians, artists, writers, and political leaders of the 20th century. He preserved most of the letters he received, dating from 1922. His son, Daniel	5
Advanced Search			Temianka, has organized, protected, and interpreted these letters and other items in the Henri Temianka Archives. Chapman University is now the proud recipient of this archive. It numbers nearly 2,700 letters, program flyers,	
Notify me via email o	or <u>RSS</u>		photographs, ephemera, and memorabilia of Henri Temlanka's career. Permanent exhibits are now on display in the Henri Temlanka Archives, third floor, Leatherby Libraries, and on the Temlanka Dabbah Mezzanine in the Musoo Cente	
Author Corner			Permin ternama automets, similation, cease by collares, and on the ternama balcan weeksmiller in the wasco denice for the Arts. The documents preserved in this collection serve as important primary materials for researchers and schol to add to the tapestry of music history.	
Author FAQ			Fold	w
Links			Browse the Henri Temianka Archives Collections:	
Rights and Terms of	Use		Chapman University Temianka Archival Scholars Program	
Leatherby Libraries			a 2022: Mitchell Tanaka Digital Exhibit, "Temianka Talks Music: Lectures from a Virtuoso"	
Chapman University			2023: Frances Wendorf Lecture, "The Musician vs. The Critic: Henri Temianka and the Los Angeles Times"	
ISSN 257	2 - 1 4 9 6		Emmy, Temianka Correspondence	
			Gurs Correspondence	
			Gurs, Beach et al	
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			<u>Gurs, Telegrams</u>	
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### Library Initiatives: Inclusive Women Leaders Panel

- Our library administration wanted to honor women leaders for Women's History Month.
  - One of the first opportunities for library staff to participate as panelists with a university-wide audience.
- Had women from all levels of the library.
  - Librarians and staff.
  - Panelists represented a diversity of ethnicity, religions, ages, and experience in the field.
- "Behind the scenes" employees do not always see themselves reflected in the "flashy" library stuff.
  - This allowed them to get recognition and for attendees to see the impact of their work.
  - Digitally archived and available for viewing for Chapman audiences.



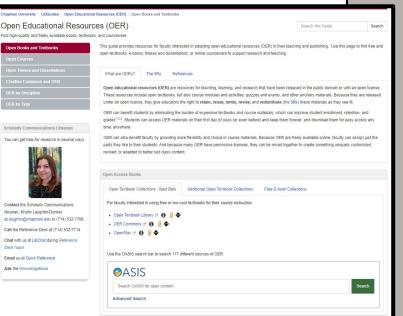
# Library Initiatives: OER collaborations with CETL

- Supporting OER is one of the strongest things a library can do to embrace diversity, equity, inclusion, AND accessibility!
- The library hosted an "OER Happy Hours" workshop series in collaboration with the Center for Excellence in Teaching and Learning in 2021-2022.
- Throughout this five-part series, we strongly framed OER as a DEI issue, particularly emphasizing:
  - The benefits for Pell grant recipients (18% of Chapman students)
  - The benefits for first-gen students (20% of Chapman students)
  - And how this aligned with the university's goal to become a Hispanic Serving Institution (HSI)



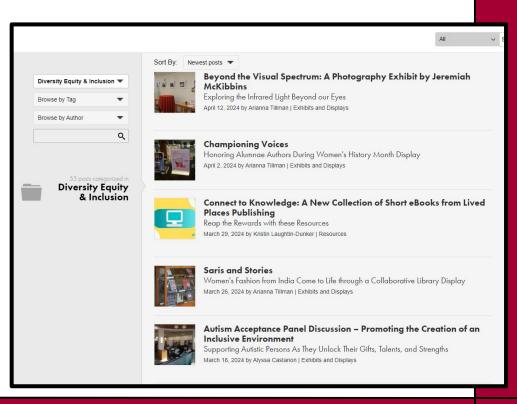
# Library Initiatives: OER collaborations with CETL

- We also highlighted the ability of OER to highlight diverse voices (either as authors or by revising/remixing existing OERs to be relevant).
- We invited the University's Vice President of DEI to speak at the third workshop.
- By collaborating with a campus unit dedicated to faculty development, we were able to reach new audiences who may not be as tuned in to the library and enlighten them about the power of OER.
- This collaboration has also led to opportunities for the library to assist with OER creation, assisting faculty, graduate students, and postdoctoral researchers in at least two departments with creating OERs within their subject areas.
  - One of these even has a DEI and social justice focus of its own, focusing on institutional racism in America.



#### **Takeaways & Conclusions**

- Disrupt the traditional DEI
- Stepping out of your comfort zone
- Reinvent/Reimagine
- Collaboration
- DEI/Marketing/Scholarly Comm Skill Set



### Moving Forward -What Can We Do Better?

- Accessibility for videos
  - Many of the videos in our IR lack captioning.



- Managing competing priorities
  - More consistent uploading of content to the Sikh Initiatives collections.
- Encouraging greater participation from all members of the library



### Further Information and Resources from Chapman University

- Leatherby Libraries DEI website: <u>https://www.chapman.edu/library/diversity-equity-and-inclusion.aspx</u>
- Connect to Knowledge: <u>https://blogs.chapman.edu/library/category/connect-to-knowledge/</u>
- Sikh Initiatives at Chapman University: <u>https://digitalcommons.chapman.edu/sikh\_initiatives/</u>
- Sikhs and Sikhism in America Group Study Room exhibit: <u>https://scalar.chapman.edu/scalar/leatherby-libraries-story-rooms/sikhs-and-sikhism-in-america-g</u> <u>roup-study-room</u>
- Library Displays and Bibliographies: <u>https://digitalcommons.chapman.edu/library\_displays/</u>
- Henri Temianka Archives: <u>https://digitalcommons.chapman.edu/temianka/</u>
- Temianka Archival Scholars program blog: <u>https://blogs.chapman.edu/library/2022/09/19/temianka-archival-scholars-program-2-0/</u>

#### Acknowledgements

- Dean Kevin Ross, Leatherby Libraries
- Fellow Leatherby librarians: David Carson, Dr. Doug Dechow, Ivan Portillo, Margaret Puentes
- Also from the Leatherby Libraries: Alyssa Castanon and Caylin Schmenk
- Current and former student assistants: Ruby Blakesleay, Kalea Brown, Isabella Piechota, Arianna Tillman, Hakeem Wakil
- Frank Mt. Pleasant Library of Special Collections & Archives, particularly Annie Tang and Brian Song
- Dr. Stephanie Takaragawa, Dr. Charissa Threat, and Dr. Angelica Allen, Wilkinson College of Arts, Humanities, and Social Sciences
- Dr. Reginald "Reg" Chhen Stewart, Vice President of Diversity, Equity and Inclusion
- Chapman's Center for Excellence in Teaching and Learning (CETL)
- Chapman University occupies the ancestral, traditional, and contemporary Lands of the Acjachemen Peoples in the Juaneño Territory, adjacent to our Tongva/Kizh neighbors to the North and Payomkawichum/Luiseño and Kumeyaay neighbors to the South.

## Thank You! Any Questions?

#### **Contact Us!**

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